G. R. S. 59] GPB—15,000—20-12-13

P 11

GENERAL AND REVENUE SECRETARIAT.

1914-15
(Genl-Misc.)

File No. 125-14

Serial Nos. 9-13

Papers Filed.

Month January 1915

SUBJECT.

Proposal of the Comptroller to publish private and official advertisments in the Quarterly Civil lists.

PREVIOUS REFERENCES.	LATER REFERENCES.
Fm 93-13 S 52-61-64-66	

K. N. Krishnaswamy Jan 15.1.15

G.R.S. 11] 1914-15

GENERAL AND REVENUE SECRETARIAT.

(Gen : Mis)

NOTES

Gen File No 125 14/15

FILE HEADING.

C The Mysore Quarterly Civil Lists and History of Services of Gazetted Officers

From

The Comptroller, Mysore Govt

No. 1230/SA 103 Dated 10. 8. 14 Received 17. 8. 14

Diary No. 1535	Enclos	Spare Copies.	Serial No. 9

BRIEF ABSTRACT OF LETTER.

Submits for the consideration of Govt, a proposal to publish private and official advertisements in the Mysore Quarterly Civil List

NOTES AND ORDERS.

The Comptroller says that private and official advertisements are published in the Civil lists of Punjab Bombay, United Provinces Bengal & Madras and quotes the rates for advertising in the Punjab Civil List as printed on its cover The Comptroller thinks

NOTES—First Sheet.

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that a similar arrangement with regard to the Mysore Civil dept will be of advantage both to Govt and to the advertisers and is worth a trial.

2. The Comptroller further says that if the proposal is accepted, the Supdt, Govt Press, may be authorised to receive such advertisements and publish them on the covers and in a few pages of the Civil dept at the rates to be fixed by Govt in consultation with that Officer, power being delegated to the Supdt or himself to reject objectionable advertisements and in doubtful cases being referred to Govt for orders

3. Orders issued in British India regarding the publication in the Civil dept of public and private advertisements are not available in this Office. There are however such orders as regulate the publication of them in the Govt Gazette. The Govt of India, Home Deptt Resolution No 1801 of 4th Oct. 1878 discountenance such publication on the ground that it affects the circulation of Newspapers. This principle has been adopted in Mysore in the Chief Commr's Order No. 7524-160 of 13th Dec. 1878, and was applied in a recent case. Vide Jen: Mis: File No. 93 of 13. Sh 52 6b put up

Flag D

Flag Y

NOTE—Contn. sheet.

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4. The case of publication of advertisements in the Civil list appears to stand on a somewhat different footing, as the Civil list is only a quarterly publication though only a few copies of the Civil list are sent outside the State, some degree of publicity may be secured for Govt advertisement, while the publication of private advertisements in the Civil list, may be financially advantageous

5. May the file be referred un-officially to the Supdt, Govt Press, for favor of his opinion and suggestion as to the rates at which private advertisements published in the Civil list may be charged

U.O. No: 58 C of 14.

Subd 6 Forwarded un-officially 4.11.14 to the Superintendent Govt. Press for favour of his opinion and Suggestions in the matter

By order

Mrs. Ramachendrolu

4/11/14 for Offg Secy Gen & Rev Dept

7 If advts. are permitted to appear in the Lists referred to, the rates should be higher than

NOTE—Contn. sheet.

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those quoted by the Comptroller from the Punjab List. The value of a page of type, royal 8vo, is at least Rs. 15/-. To lock this up for twelve months & print from it four times, & possibly make corrections in the matter, would not give a fair return for the outlay & labour. The ratio should be at least 25% higher than those of Punjab.

8 If advts. are to be admitted they should the Supt. thinks, be confined to public companies, such as banks or Govt.-aided concerns. Pills & potions all such concerns should of course be excluded. The fact that the advts. would appear only quarterly would limit the desire to advertise. But where the nature of the advt is not affected by time or date the List should be an excellent advertising medium, seeing that the publications are always being handled.

10/11/14. W.H.Y.

NOTE—Contn. sheet.

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9 The points for orders are

(1) Whether private and official advertisements may be inserted in the Civil List. The Compt. is of opinion that the insertion will be advantageous to Govt and to the advertisers

(2) If so, the nature of the advertisements to be admitted. The Supdt, Govt Press is of opinion that the advertisements should be confined to public companies a Govt. aided concerns.

(3) The charges of advertisement. The Compt. wishes these to be fixed by the Supdt, Govt Press. The latter Off. says that they should be at least 25 per cent higher than those of the Punjab, i.e.

Whole page per 1 year. Rs 20 + $\frac{5}{4}$ or Rs 25

Do — $\frac{1}{2}$ year. Rs 18 + $\frac{5}{4}$ or Rs 22-8-0

Do — $\frac{1}{4}$ year. Rs 16 + $\frac{5}{4}$ or Rs 20

Half page — Half the corresponding charges above.

(4) The delegation of the power to approve or reject the advts, either to the Compt. or the Supdt, Govt Press.

As the Civil list is being compiled by the Compt., he may be authorised in this behalf. He has also expressed his willingness in this matter if

NOTE—Contn. sheet.

GPB—30,000—15-9-14

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Govt should so desire and to refer doubtful cases to Govt.

10 He may also be requested, if approved, to insert a needful notice in a conspicuous place in the Civil List regarding the acceptance of advertisements for publication therein

Subd for orders

Has a certain net desirable fr

CA has 18/4/14 Dy Secy)

Mon 19.4

11 I do not think it desirable to insert any advertisement in the body of the Civil List In the first place the demand for such advertisements is not likely to be the same as for advertisements on the cover as they are less conspicuous in the same place and it would not be in keeping with an official publication to deal it over with advertisements. About 3 pages are available and taking on an average that we may get about Rs 30 a page, we may make about Rs 100, for a which will be consumed by the cost of the

NOTE—Contn. sheet.

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1535
5500

7

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Paper and type used

12. If however it is considered desirable to allow advertisements to be inserted the supervision of the Superintendent may be afforded the Compositor receiving the advertisements and sending them for insertion

B

27/11/14

Mr 24/11

(Sd) Pemba

Dewan

I do not know why we should hamper after such petty insignificant gains? I think that advts would be quite out of place.

23/11/14 Dewan 24/11

28888

26-11-14

Dewan

Mr Ramachendra 25/11

(with Cover Note)

I agree with the First Member

25.12.14

Draft subm

8/1/15

Issue

MSR 8/1

NOTE—Contn. sheet.

GPB—5,000—26-6-11

G. R. S. 12]

(8)

General and Revenue Secretariat.

Gen File No. 125 of 1914

Serial No.	
13	To the Comptroller No. G7220 dy 11. 1. 15 In reply to sl 9, states that Govt are not in favor of publishing private and Offl advts in the Mysore Quarterly Civil List.

7
12/1

NOTE—Contn. sheet.

GPB—25,000—2-11-14

DIARY No. 1538

1914-1915

SECTION Gen: Mis

FILE No. 125-14

SERIAL No. 9

(1)

It is requested that in future communications on the subject, the No. and date of this letter, and the distinguishing letters below the number as given opposite, may be quoted and addressed to the Comptroller, Mysore Government.

No. 1230
S. 103

OFFICE OF THE COMPTROLLER, MYSORE GOVERNMENT.

Dated Bangalore, the 10th August 1914

FROM Diwan Bahadur

J. S. CHAKRAVARTI, ESQ., M.A.,
F.R.A.S., etc.,
Comptroller to the Government of
His Highness the Maharaja of Mysore.

To

D.M. Narasinga Rao ..... ESQ., B.A., B.L.,

Offg. *Secretary to the Government of Mysore,*

~~General and Revenue~~ *Department.*

SIR,

I have the honour to state that private and official advertisem appear in the Civil Lists of the mar ginally noted Provinces of British In dia and beg to suggest for the con- sideration of Government whether the Civil List of Mysore may not likewise be made to serve similarly as a me- dium for advertisements in Mysore.

1. Punjab.
2. Bombay
3. United Provinces.
4. Bengal.
5. Madras.

I think this arrangement will be of advantage both to Government and to the advertisers and is well worth a trial.

In Punjab, the rates of advertisement are stated in the Civil Lis of that Province to be as follows:-

Whole page for 1 year - Rs.20/-
½ year - Rs.18/-
¼ year - Rs.16/-
Half page for 1 year - Rs.10/-
½ year - Rs.9/-
¼ year - Rs.8/-

Rec. Gl. 17]

....Department.

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FROM

J. S. CHAKRAVARTI, ESQ., M.A.,
F.R.A.S., etc.,
Comptroller to the Govt. of
H. H. the Maharaja of Mysore.

To

....ESQ.

Secretary to the Govt. of Mysore

Genl & Rev.....Dept.

Dated

Despatched 15/5/14

Received

No. 1230
103

Subject matter.

Supply Kent Phrases and
Opt advertisement may be
published in the Council as
as have been in Some Blank
Forms

714/

(2)

The rates charged in the other Provinces are not noted in the copies issued by them.

If the idea is acceptable to Government the Superintendent Government Printing, may be authorised to receive private and official advertisements from the intending parties and print them on the covers and in a few additional pages of the Civil List at rates to be fixed by Government in consultation with that Officer and intending advertisers may be instructed to remit <u>in advance</u> to a Government Treasury the charges for advertisements and send the Treasury receipt to the Superintendent in the same way as subscriptions to the Mysore Gazette. Power should be given to the Superintendent, Government Printing, (or to myself if the Government so desire) to reject objectionable advertisements and to refer doubtful cases to Government for orders

I have the honour to be,

Sir,

Your most obedient servant

J Chakravarthi

Comptroller.

OM

S.R

(3)

G. R. S. 26] 9/1

G.M. File No. 125-14

Serial No. 13

Diary No. of letter replied to 1535

No. G 7220

General and Revenue Secretariat

( )

, *the* 191 .

To

The Comptroller, Mysore Govt

Sir,

Date of issue 11th Jan 15

In reply to your letter No. 1230 S+A. 103 dated the 10th August 1914, requesting to be informed whether private and official advertisements may be allowed to appear in the Mysore Quarterly Civil List, I am directed to state that Govt are not in favor of the proposal

Signed by Dw Ins. R. Rao

Paper under Disposal

I have &c,

MSR

8/1

For Ms Secretary

over.

SUBJECT.